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From: PMAGLION--VCH0021A Date and time 02.06.93 14:34:59
To: AREIMAN --VCH0021A Andre Reiman HBRASS --VCH0021A Hugh Brass
DGREENBE--VCH0021A D. Greenberg AANDRADE--VCH0021A Anthony Andrade
HREIF --VCH0021A Helmut Reif

From: P. Maglione
Subject: Smoker issues - an analytical framework

Gentlemen,

Many thanks for all your comments on the "Smoker Issues" framework paper. I must apologize if there has been some confusion as to its exact purpose: it actually emanated from an ETS brainstorming meeting we had last month in London, and was the result of an attempt to link the various tobacco-related issues (tax, advertising, ets, etc) together in a way that senior management could digest rather than have them continue to consider each as a separate and distinct issue requiring a lot of wheel re-inventing and ad hoc, once-off programs of limited effect.

From there we started to toy with the idea of using the same document, or a version thereof, to explain these issues to internal audiences. But your comments, particularly Hugh's, are well taken and add needed perspective to the whole endeavor.

I will now try and integrate everyone's comments into a re-draft, taking care to include various non-tobacco examples as well so as to demonstrate a wider "anti" trend permeating our society. The objective of this re-drafted paper would be to create an internal document that shows that all these anti-smoking trends are in fact part of a more generalized assault by activist groups on individual lifestyles which do not happen to be "politically correct" at this point in time, and how science is mis-used to justify this assault.

I would see the re-drafted document being used as part of Project Info, in a way that gets us away from the usual "us vs. them" discussion of the primary and secondary health issues. It is my opinion that this line of argumentation is unsatisfactory for our own internal audiences on these very important issues; and that we need an alternative which can be adapted to other PM businesses subject to the same pressures, i.e. alcohol, sugar, caffeine, chocolate, cholesterol, etc. Long-term, this may be one way of achieving more sympathy for tobacco industry positions from our food sector workforce... and ultimately, from the wider universe of consumers (i.e., public opinion).

Once again, thanks for the attention and I'll get back to you soon.
Paul
*** Forwarding note from DGREENBE--VCH0021A 02.06.93 12:27 ***
To: PMAGLION--VCH0021A P. Maglione DBUSHONG--VCH0021A David Bushong

From: D. Greenberg
Subject: Smoker issues - an analytical framework
paul--
as i told you earlier; for what its worth, it may make sense at some point(for you to respond or for me to do so on your behalf.
*** Forwarding note from AREIMAN --VCH0021A 02.06.93 10:25 ***
To: HBRASS --VCH0021A Hugh Brass

From: Andre Reiman
Subject: Smoker issues - an analytical framework

Perhaps I did not make myself clear. What I meant to say was exactly what you articulated, that the document is like a checklist of arguments that can be used against us; and is more that than it is a rebuttal of those arguments.

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As I mentioned, I have spoken to David G. about this, and I am taking the liberty of forwarding your note to him, so that he can see that my reaction, although not articulated well, is shared in substance by at least one other person.

AR

*** Forwarding note from HBRASS --VCH0021A 02.06.93 09:44 ***
To: AREIMAN --VCH0021A Andre Reiman

From: H.S. Brass
Subject: Smoker issues - an analytical framework

I read this thing from Paul Maglione which Tony had commented on and didn't really have the same reaction that you had. I didn't feel that the anti's could benefit from the document, although it is like a check-list of ways to hit us.

Instead, I think my reaction as a new employee would be to regret my decision to join PM and to hire armed guards to protect my home and family from hate mail, incendiary devices and the like.

This is not a legal comment, but I think it would be reassuring to new employees, and existing ones for that matter, to know that some of the things listed are not all that widespread, eg smoking as a factor in career advancement, and to give some idea of what is being done by the industry and others to tackle the worst excesses.

cc: AANDRADE--VCH0021A Anthony Andrade

cc: DGREENBE--VCH0021A D. Greenberg

cc: GWIRZ --VCH0021A G. Wirz DBUSHONG--VCH0021A David Bushong
SMURRAY --VCH0021A Sean Murray

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